MP5 METHOD



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MINDSET

NEGATIVE STIGMA OF SALES

MINDSET

Write below a list of negative things you tell yourself about sales in general or before you are about to reach out to someone.

YOUR "WHY"

What is your motivation?

WHY examples:

- Kids
- Financial freedom
- To be a contribution to people

Understanding your "WHY" is the first step in being successful in sales.

Simon Sinek: Start with Why
https://www.youtube.com/watch?v=u4ZoJKF_VuA

Write out your "WHY" below.

Having an End Goal in mind is very important and even more important to not lose sight of that goal. Keep this worksheet close to you, so you can reference back to it from time to time.

Examples:
What are you doing with your family?
What car are you driving?
What house are you living in?

1. What is your end goal?

2. What is your vision?

3. What happens if you don't reach those goals?

4. How would it make you feel if you don't reach your vision?



PROCESSES

THE ART & SCIENCE

SCIENCE = Follow Up (WILL)

- 80/20 - 80% Closing & 20% Admin / Busy Work
- Goal Setting
- Time Management / Daily Plan
- Follow Up / Prospecting
- Lead Management
- Asking for Referrals
- Networking
- Appointment Setting

ART = Conversion (SKILL)

- 80/20 - 80% Listening & 20% Talking
- Relating to Person (Rapport)
- Your Story
- Scripts
- Conversation Outline
- Types of Sales
- Types of Closes
- Overcoming Objections
- Retention

GOAL SETTING

Goal Setting is part of the Science of the Sale. It is important to know exactly what you need to accomplish your goals. Without the visibility you are flying blind and usually will not hit your target. You need to track your performance each day, week, and month, so you can see if you are on track to hitting your goals. If you are not, then you can see exactly where you need to step it up. Your "WHY" will help you find the motivation to do just that.

Let's reverse engineer what our goals should be

1. What are your revenue goals per month?

2. How many new customers do you need to add **Per Month**, to obtain above goal #1?

3. How many closing conversations to you need to have **Per Week** to obtain goal #2?

4. How many people do I need to follow up with **Each Day** to obtain goal #3?

5. How many NEW people do I need to connect with **Each Day** to obtain goal #4?

Daily Tracker	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Week	Total Month
# of New People I Connected									
# of People I Followed Up									
# of Closing Conversations									
# of Closed Deals									

Daily Tracker	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Week	Total Month
# of New People I Connected									
# of People I Followed Up									
# of Closing Conversations									
# of Closed Deals									

Daily Tracker	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Week	Total Month
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# of People I Followed Up									
# of Closing Conversations									
# of Closed Deals									

Planning your day is crucial to staying on track. Use this worksheet based on the hours a day you actually work. The 1st table below is an example, the 2nd table you can fill out on your own. It is important that you have the planner in front of your face as much as possible or else it is easy to get off track.

EXAMPLE DAILY PLAN:

Times	Categories
07.30 - 08.00 am	Quiet, Alone, and Reflection Time
09.00 - 10.00 am	Follow Up / Prospecting Time
10.00 - 11.00 am	Checking Messages and Emails
11.00 - 12.00 noon	Checking in with Team and Customers
12.00 - 01.00 pm	LUNCH
01.00 - 02.00 pm	Network (Find New People)
02.00 - 03.00 pm	Work on Biz (Content and Marketing Creation)
03.00 - 04.00 pm	Administrative Work (Busy Work)
04.00 - 05.00 pm	Check Messages and Emails
05.00 - 05.30 pm	Reflect on Day and Put Together Tomorrow's To-Do List

YOUR DAILY PLAN OUTLINE :

Times	Categories

Priority of Follow Ups

- [x] New Contacts
- [x] Uncontacted Contacts
- [x] Task Reminders
- [x] Hot List
- [x] Appointments

SCIENCE: SYSTEMS & TECHNOLOGY

Systems & Technology should help me ensure that I'm doing my job, save my time, keep me organized, make me more efficient & effective, and help increase sales.
(once you get past the learning curve of a new technology of course)

Example of Systems

Gmail	Google Docs	Auto Emailing System
CRM (customer relationship management)	Website	Landing Pages
Facebook	Instagram	Pinterest
Virtual Assistant	Payment Processor	Online Course
Membership Platform	Online Ads Manager	Post-its
3 Ring Binder	NotePad	Excel

What Systems do you use now?

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

What Systems should I use?

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Systems that help you close more sales?

1. Business email (ie. jeremiah@jeremiah.com vs. jeremiah@gmail.com)
2. CRM
3. Email Marketing

CONVERTNINJA.com Marketing Automation = CRM + Email Marketing

I need a system that will make me more...

Organized	Never let someone slip through the cracks	Automate follow up in other communication avenues
Efficient	Ensure I get the right amount of touches	
Effective	Tells me who and when to connect with someone	



PROCEDURES

ART: UNDERSTANDING YOUR TARGET MARKET

Who is your target market?

What pains do they experience?

What solutions do you have to solve those pains?

ART: YOUR STORY

Be **SIMPLE** - like speaking to a child, but not condescending
Be **CLEAR** - your message is easy to understand
Be **TO THE POINT** - do not ramble or get side tracked

1. Think of where you are now and how you got there:

2. Write down the pains and emotions you felt in the past:

3. Write down examples of when you felt those pains and emotions:

4. Write down the exact moment you said enough is enough:

5. Write down what you told yourself:

6. Write down what steps you took:

7. Write down some of the setbacks you experienced:

8. Write down some of the mistakes you made along the way:

9. Write down what could have made your journey easier:

10. Write down some of the successes you had:

11. Write down how and when you noticed it got easier:

12. Write down what you do to help others have an easier journey and avoid the setbacks and mistakes you had:

Now do these Steps to finalize your STORY

1. Compile the above into a Rough Draft
2. Read it out loud
3. Tweak
4. Repeat Steps 2-4 until you are ready to write your Final Draft
5. Write Final Draft

*Practice over and over

1st in front of mirror
2nd with accountability partner
3rd with family or friends

YOUR STORY Final Draft:

ART: STORY OF GLORY

P
PROCEDURES

1. Write down a success story of someone you helped:

2. Write down what obstacles they faced to even get started:

3. Write down what you did to help:

4. Write down what success they had:

5. Write down what your relationship is now with this person:

Compile the above information into a solid story of glory

Final Draft

** Practice over and over 1st in front of mirror, 2nd with accountability partner, 3rd with family or friends*

ART: ELEVATOR PITCH

Elevator Pitch Scenario: You are on vacation and, at the hotel you are staying at, you enter the elevator to go up to your room. To your surprise, there is an old friend from highschool and they ask you what you do.

(Keep in mind you only have the time it takes till either of you get the floor you are getting off on)

Brainstorm key points to what your Product / Service does to help eliminate pains of your target market

Write Your Elevator Pitch:

Be **SIMPLE** | Be **CLEAR** | Be **TO THE POINT**

**Practice over and over 1st in front of mirror, 2nd with accountability partner, 3rd with family or friends*

ART: YOUR BHAG

BHAG Examples:

Be **SIMPLE** - like speaking to a child, but not condescending
Be **CLEAR** - your message is easy to understand
Be **TO THE POINT** - do not ramble or get side tracked

Example 1	Example 2
"I'm **GOING** to change the lives of 10 people this month by helping them lose a collective of 500lbs."	"I'm **GOING** to change the lives of 10 people this month by helping them earn a collective passive income of $15,000 a month."

How many people are you going to help? 10
Over what length of time? 1 month
What measurable number? $15,000

BHAG Outline:

How many people are you going to help?
Over what length of time?
What measurable number?

BHAG Final Draft:

**Practice over and over 1st in front of mirror, 2nd with accountability partner, 3rd with family or friends*

3 Types of Scripts

1. Story Scripts

- Elevator Pitches
- Your Story
- A Story of Glory
- Your BHAG

2. New Leads | 3. Old Leads

- Messages
- Introductions
- Voicemails
- Closing Questions & Statements

ART: SCRIPTS MESSAGES - NEW LEADS

1. What name do you introduce yourself as?
   (i.e. your first name, your nickname)

2. Why are you reaching out to them?
   (i.e. they filled out a form on your site, so and so gave you their information)

3. What can they expect if they call you back?
   (i.e. think pains and solutions)

4. What question can you ask to spark engagement?
   (i.e. what time of day works best for you?)

Compile the above information into a solid message

Final Draft:

ART: SCRIPTS VOICEMAILS - NEW LEADS

1. What name do you introduce yourself as?
   (i.e. your first name, your nickname)

2. Why are you reaching out to them?
   (i.e. they filled out a form on your site, so and so gave you their information)

3. What can they expect if they call you back?
   (i.e. think pains and solutions)

4. Give them your name and number so they can give you a call back to schedule an appointment.

Compile the above information into a solid message

Final Draft:

ART: SCRIPTS INTRODUCTIONS - NEW LEADS

1. What name do you introduce yourself as?
   (i.e. your first name, your nickname)

2. Why are you reaching out to them?
   (i.e. they filled out a form on your site, so and so gave you their information)

3. Ask "Did I catch you at a BAD time?"

4. Continue to the Sales Conversation Outline that you will create later in the **MP5 workbook.**

Compile the above information into a solid message

Final Draft:

ART: SCRIPTS MESSAGES - OLD LEADS

1. What name do you introduce yourself as?
   (i.e. your first name, your nickname)

2. Old Leads Message
   "It's been awhile since we last spoke and I know that it wasn't a good time for you then, but you wanted me to follow up with you and see if now is a good time for you to start _____"

3. What question can you ask to spark engagement?
   (i.e. "so is now the right time?")

Compile the above information into a solid message

Final Draft:

ART: SCRIPTS VOICEMAILS - OLD LEADS

1. What name do you introduce yourself as? :
   (i.e. your first name, your nickname)

2. Old Leads Message
   "It's been awhile since we last spoke and I know that it wasn't a good time for you then, but you wanted me to follow up with you and see if now is a good time for you to start _____"

3. What can they expect if they call you back?
   (i.e. think pains and solutions)

4. Give them your name and number so they can give you a call back to schedule an appointment.

Compile the above information into a solid message

Final Draft:

ART: SCRIPTS INTRODUCTIONS - OLD LEADS

PROCEDURES

1. What name do you introduce yourself as?
   (i.e. your first name, your nickname)

2. Old Leads Message
   "It's been awhile since we last spoke and I know that it wasn't a good time for you then, but you wanted me to follow up with you and see if now is a good time for you to start _____"

3. Ask Question
   (i.e. "so is now a good time to start?")

4. Continue to the "Suppose Close" that will be covered later in the **MP5 workbook**.

Compile the above information into a solid message

End of Conversation Checklist

- [ ] Gave homework
- [ ] Gave deadline to complete homework
- [ ] Next step set
  - [ ] (What they will accomplish before the next conversation)
  - [ ] (What will we accomplish on the next convo)
- [ ] Next convo date set
- [ ] Established how you will communicate next
  (ie. Phone, Video Conference)
- [ ] Created a reminder of that next call date and time
- [ ] Recorded notes of conversation
  - [ ] including all the info you checked off above
    (ie. what homework you gave them and the deadline to complete, what you will accomplish on the next convo, date for next convo, how you will communicate on next conversation)



PROGRESSION

80/20 Rule of Communication

They speak 80% of the time and you speak 20% of the time.

That means you are listening 80% of the time.

Shut your mind up while they are speaking, hang on each word they say.

Listen and take notes on Red Flags / Arrows in your Quiver.

How to Control the Conversation:

Red Flags and things you should take note of are...

1. Their goals.
2. Their vision for the future.
3. Their emotional ties.
4. The feelings they have and don't want to have.
5. All the money they spend on say coffee.
6. All the time they have watching TV.
7. The money they just saved by paying off their car or their tax return.
8. How they always fear things at first and find out they are not a big deal after starting something new.

BUYING SIGNS

1. What can I expect when I get started?
2. Is there a start date after this one?
3. Can I start a day later?
4. How much time do I have to invest?
5. Is there a cheaper option?
6. Do I get help along the way?

Open-Ended Questions

List out your most common objections. (Time, Money, Fear)

1. .....
2. .....
3. .....

What are some open-ended questions you can ask that will get them to see that their future objection is not anything that needs to hold them back from making a purchasing decision NOW?

Examples:

Objection: Time

Question: Walk me through a day in the life of you. What's your average day look like?

(Get them to see where in their day they do have time and thus not be an objection later.)

Objection: Money

Question: If you're anything like me, I like to treat myself. Me, personally, I like Starbucks. What are your little personal indulgences?

(You may ask for multiple. Get them to see where they can cut back on their budgets to afford.)

Objection: Fear

Question: What scares you the most about doing _____?

(You may ask for multiple. Keep notes of these so, as you explain the process, you can relate it back to them not needing to be scared because of x, y, or z.)

What questions can you ask?

1. .....
2. .....
3. .....

Open-Ended Questions.

List out the questions you usually ask people.

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

How can you rephrase those questions to be open-ended?

Write out those questions in an open ended format below.

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

3 Degrees

1. Ask a question.
2. They give an answer.
3. You say:

   "Tell me more about that."

4. They talk more.
5. You say:

   "What else?"

6. They talk more.
7. You say:

   "Tell me more about (*something specific about what they said.*)"

Keep going until you feel you have....

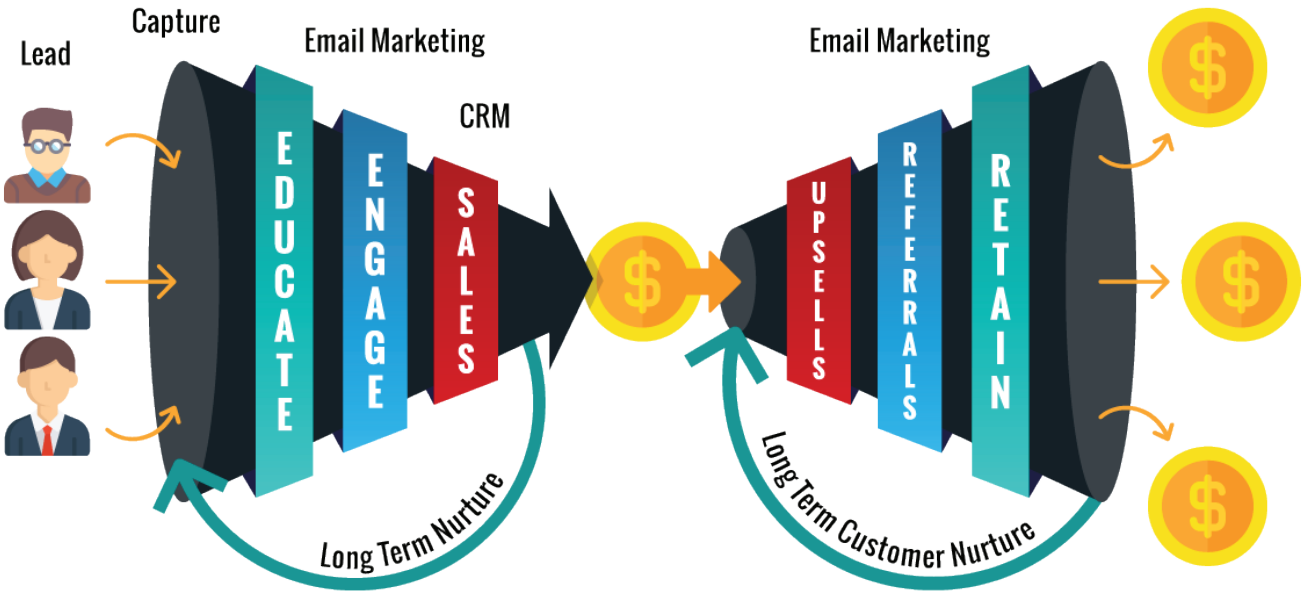
1. The truth.
2. Ammo that you need to overcome an objection later.

Practice this: ***1. In front of a mirror*** | ***2. With family or a friend***

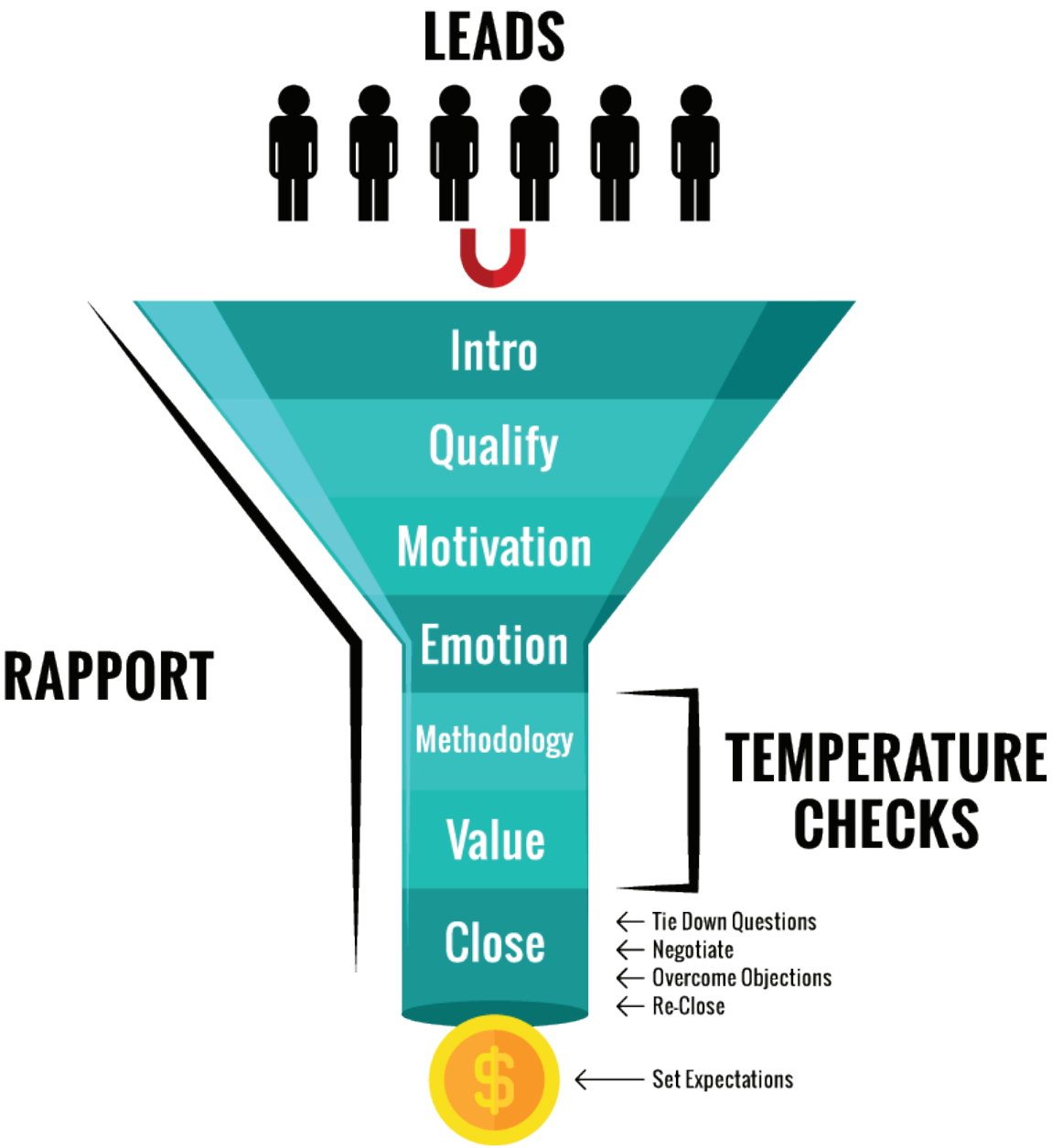
- **Rapport**
- **Qualify**
- **Motivation**
- **Emotion**
- **Methodology**
- **Value**
- **Expectations**
- **Close - 1st person to speak loses**

  (Take notes after the conversation.)
  (Remember to use the 3 Degrees.)

Entire Sales Funnel



Consultative Sales Funnel



RAPPORT:

1. Always be building rapport.
2. REMEMBER: “Make a friend, make a sale.”
3. Best way to make a friend: Make people laugh.
4. Get relatable: Find some common ground.

Ideas to build rapport:

1. I moved around a lot when I was a kid, so at some point I ask people where they are from. From their answer, I can always get relatable even if I never lived there. Like, how’s your sports team doing?
2. Since I have 5 kids, I ask if they have kids.
3. Ask them what they have been up to / what’s new?

Something like that, which sparks a conversation outside of “Business Talk”.

What are some questions you can ask to spark a relatable conversation?

1.
2.
3.
4.
5.

- MONEY: If you're like me, I like to treat myself. I love Starbucks! What indulgences do you have?
- TIME: Take me on a walk of an average day in the life of you. What do your days normally look like?
- Have you looked into (Competition)?
- Do you want to take more time out of your day to accomplish your goals?
- Do you want to take longer to accomplish your goals?
- Do you want to spend more money than you have to?
- Do you want to take the hardest way to achieve your goals?
- So, it sounds like to me, and correct me if I'm wrong, that since you don't want to take more time, take longer, or spend more money to achieve your goals like (Competition) then we might be a good fit together.

What are some questions you can ask in your own words?

1.
2.
3.
4.
5.
6.
7.
8.

- How did you hear about me?
- Tell me a little bit about yourself and what's motivating you to look into this?
- What are you trying to accomplish, your end goal?
- What are the biggest factors stopping you from accomplishing your goals?
- So, if those weren't issues, then you would have done this last year?
- So, it sounds like to me, and correct me if I'm wrong, that if _____ and _____ weren't issues, then you would have started like 6 months ago?

What are some questions you can ask in your own words?

1.
2.
3.
4.
5.
6.

- What's different in your life 1 year from now, when you accomplish those goals?
- What's different in your life 5 years from now, when you accomplish those goals?
- What's your life like IF you don't accomplish those goals?
- If you don't accomplish those goals and your life is like that, how will that make you feel?
- So, it sounds like to me, and correct me if I'm wrong, that if you don't accomplish those goals that your life would be like _____ and that would make you feel like _____ and you don't want that to happen, right?

What are some questions you can ask in your own words?

1.
2.
3.
4.
5.

- Before I explain what exactly it is that I do and see if it is a good fit for you, can I share something personal with you about how I came to do this? (YOUR STORY)
- Thanks for letting me share, now here's…
- What I do, _____.
- How it works / What they can expect (visualize a path - step by step) _____.
- Now I worked with a person doing this exact same thing and these are the results… (Share "STORY of GLORY)
- Since then what I'm truly up to is… (Share BHAG)
- It's pretty personal for me but I'd love to hear what you think about that?

How can you rephrase in your own words?

- If you could truly accomplish your goals and not spend a lot of MONEY like (Competition), then would this work for you?
- If you could accomplish your goals and not spend a lot of TIME like (Competition), then would this work for you?
- If you could accomplish your goals and not take forever to achieve them like (Competition), then do you think this work for you?
- If you could accomplish your goals way easier than (Competition), then this work for you, right?

What are some questions you can ask in your own words?

1.
2.
3.
4.

Show Value

1. Cost of product (or average cost): _____
2. Average profit per deal: _____
3. How many deals do they need to close to make their investment back: _____
4. **Per Month**
   a. Number of leads (average): _____
   b. Number of deals (average): _____
   c. Subtract A - B = C _____
   d. Left over leads for the year C x 12 = _____
   e. Deals left on the table D x 80% = _____
5. With _____ number of deals left on the table, do you think you will make your investment back?
6. How much more do you think you will make? _____



PERFORMANCE

Temperature Checks

1. Rating Check

Ask your lead to rate their level of interest in your solution on a scale of zero-to-ten; zero meaning they're not interested at all and ten meaning they've already decided to buy.

If he/she answers with six or more, ask what you need to do to get them to a ten.

If their rating is five or less, ask him/her to help you understand why the rating is low, which will in turn tell you what you need to do to keep the sale moving forward.

Examples:

##FirstName## just out of curiosity on a scale of 1-10, 10 being the most interested, how interested are you in _____?

Write Out In Your Own Words:

2. The Trial Check

The Trial Check is the most common checking technique used by sales professionals. It's a great way of testing the buyer's intent and can be used at any stage of the sales process to make sure that you're on the right track to gaining a commitment.

Examples:

"Does everything we have talked about today sound like it would help you _____?"

"If you weren't dealing with _____, you probably would have started doing something like this last year, right?"

"If we can overcome _____ together, would you want to get started in the next group?"

Use it to check that you're meeting the buyer's needs, that the buyer has no objections, and that the buyer is willing to commit to taking the sale forward.

With this technique you should be looking for a green light from the prospect to enable you to move on to the next stage of the sale.

Write Out In Your Own Words:

1.
2.
3.

3. Solicit Objections Check

If you have gone through the discovery phase of the sales cycle and are confident that the customer understands that your product or service addresses her needs, then ask for the sale by asking for an objection. "Is there any reason why we can't proceed with the shipment?" This oblique approach allows the customer to raise any final objections -- if she has one -- without saying no to the sale.

Examples:

##FirstName## do you see anything stopping you from getting started today?

Write Out In Your Own Words:

4. Question Check

To achieve these two foundational goals, it's imperative that reps ask prospects probing questions. Effective salespeople focus on closing a sale as soon as a conversation with a prospect begins. Through a series of questions, they develop desire in the client and eliminate every objection to purchase.

One can even close the sale in the form of a question, which allows the rep to address outstanding objections while gaining a commitment at the same time.

Examples:

“In your opinion, does this sound like something that will help?”

The question allows you to discover whether the prospect is sold on your product, while keeping the door open for further selling. If the answer is 'no,' it remains their opinion (not yet the truth), thereby allowing you to continue to sell. If the answer is 'yes,' then signing on the dotted line is the next step.

Here's another question close: "Is there any reason why we can't proceed with the shipment?"

This question asks either for closure or more information as to why the customer isn't quite convinced. It's win-win.

Write Out In Your Own Words:

5. Opinion Check

Adding the phrase "in your opinion ..." to a question softens the reply if the customer has an objection.

Examples:

"In your opinion, will this solve your problem?"

If the customer says no, it's an opinion, not a fact, you can address his concern. This is a great trial close to use as the sales cycle progresses so that you don't encounter any surprises when it's time to wrap up the deal.

Write Out In Your Own Word:

6. Worst Case/Best Case Scenario Check

Examples:

”What is the worst thing that could happen when you make this purchase?”
“It doesn’t work.”
“Then you’d send it back for a refund of the product cost, right.”

“And what’s the best the thing that could happen?
“It works like you said.”
“So, did you want to go with the _____ or the _____ ?”

Write Out In Your Own Words:

Tie Down Questions

Close-ended questions are okay.

Statements that end in a question: This is totally awesome, right?

Examples:

"Does that make sense?"	"You'd have to agree with that, wouldn't you?"
"Do you agree with that?"	"Make sense?"
"And that's a nice feature, isn't it?"	"Do you see what I mean?"
"I'm sure you can see how that would work for you."	"That's what you want to hear, isn't it?"
"That's powerful, isn't it?"	"Understand?"
"Do we have an agreement?"	"You're with me on this, right?"
"You feel that way too, don't you?"	"I can't think of a better way, can you?"
"Does this help?"	"Right?"
"Can we get this started for you?"	"Good solution, right?"
"Wouldn't you?"	"Agreed?"'
"And who wouldn't want that?"	"Sound reasonable?"
"Isn't that right?"	"Got it?"
"Are you with me?"	"You would, wouldn't you?"

Write Out Your Tie Down Questions:

1. .....
2. .....
3. .....

ART: CLOSING TYPES

1. The Assumptive Close

This technique involves using a phrase or language that assumes the close is a done deal.

Examples:

"What day do you want to receive your shipment?"

Write Out In Your Own Words:

2. The Option Close

Similar to the assumptive close, rather than asking for a prospect's business directly, you ask them which option they prefer.

Examples:

"Do you want your shipment delivered on Wednesday or Friday?" or "Do you want to use a Visa or Mastercard" or "Do you want to start with Package A or B?"

Write Out In Your Own Words:

3. The Suggestion Close

If you have good rapport with the prospect and they view you as a trusted expert, a suggestion close is a good approach.

Examples:

"Based on how you said you are reluctant to start programs, but once you get started they work out then I would suggest you sign up now to get started and bypass the agony of postponing and thinking about it. Does this work for you?"

Write Out In Your Own Words:

4. The Urgency Close:

Creating a sense of urgency places pressure on the prospect to make a decision, especially if you have identified that the client needs to make a decision quickly and is working on a short timeline. Think of the "limited time offer" as an example. However, unlike other closing techniques, this should only be used occasionally and by experienced sales reps who have a strong relationship with a client.

Examples:

"Based on everything we covered so far, it sounds like a good fit for you to get started.
"Do you agree? If yes, well I have 3 seats left for this offer. Do you want to go ahead and claim that seat now?"

Write Out In Your Own Words:

5. The Now or Never Close

This is where salespeople make an offer that includes a special benefit that prompts immediate purchase.

Examples:

“This is the last one at this price.”
"We’ve got a 20% discount just for customers who sign up today.”
“If you commit to buy now, I can fast track you to the front of the implementation queue.”
“If I could get you _____ would you sign up now?”

This technique works because it creates a sense of urgency and can help overcome inertia when a prospect wants to buy -- but for some reason isn't pulling the trigger.
Of course, you should always establish value before offering a discount or promotion.

Write Out In Your Own Words:

6. The Summary Close

Salespeople who use this closing technique reiterate the items the customer is hopefully purchasing (stressing the value and benefits) in an effort to get the prospect to sign.

Examples:

“So, it sounds like, and correct me if I’m wrong, that you want to start getting healthy so you can be around for your children and grandchildren? If you could do it without having to go to a gym, and without spending hours learning about the processes, then you would have gotten started 6 months ago, at least?

By summarizing previously agreed-upon points into one impressive package, you're helping prospects visualize what they're truly getting out of the deal.

Write Out In Your Own Words:

7. Money Talks Close

If you've helped the prospect quantify their business problem and this number exceeds the investment required to solve the problem by using your product or service, their purchasing decision is easy to justify. Highlight this financial benefit — the bigger the savings, the easier it will be to close.

Examples:

So you can see the money spent per month for the next 5 years totals _____, and that is nothing in comparission to the hospital bills that you said you would incur if you continue doing what you're doing, right?

Write Out In Your Own Words:

8. Daily Cost Close

This technique is great if your product is a little on the expensive side. You want to try and minimize the impact of the price tag by presenting your product as a daily cost.

Examples:

"The contract is only $1 a day and it provides full peace of mind."
"For a weekly cost of just ten bucks, you're completely covered."

By giving your offer this kind of a spin, people won't baulk at the hefty overall costs. They'll see the value, rather than just be scared off by a number.

Write Out In Your Own Words:

9. The Pressure Close

The Pressure Close is a great close to apply when you have already created a compelling event in your prospect's mind that forces them to realize that they have a need for your solution and they can't fail to act in time. This is Creating Urgency.

Examples:

"Being that you would have started this 6 months ago and there's no real way to make up that time, you probably want to get started right way, right?

"Since you want to get started in _____ in order to get what you need and into the group that starts then, let's get you signed up now so we can hit that date, okay?

Write Out In Your Own Words:

10. Ben Franklin / Pros & Cons Close

Ben Franklin is said to have made decisions by creating a list with two columns – the pros and the cons – and basing his choice on the longer column. This approach works well with analytical personalities. If you use it as a closing technique, just be sure you have a lot of benefits in the customer's "pro" column.

Examples:

Let's take a look at some of the pros and cons _____.
Well it looks like the pros out weigh the cons, so that helps.
So, did you want to get started _____ or _____?

Write Out In Your Own Words:

11. Impending Event Close

If you truly have a deadline or reason for the customer to make a quick decision, the impending event closing works well. If the deadline is in your interest and not the customer's, it will be seen as self-serving and will not work.

Examples:

“I have group starting on 00/00/0000. I’m not sure when I’m starting another one. Can we schedule you to join that group?”

Write Out In Your Own Words:

12. Direct Close

When you have addressed the customer's concerns and you are confident that she knows the value of your product or service, then pose the question directly. Use this closed-ended, yes-or-no question only if you are very confident that the answer will be affirmative.

Examples:

"So, Mary, are you ready to get started?"

Write Out In Your Own Words:

13. Suppose Close

The suppose close is great for old leads. After your “Old Leads Intro Script” and they say now is not a good time, you are able to ask them what is stopping them and then you can say, “Suppose that wasn’t an issue, would you be ready to get started today?”

Examples:

Seller : “Hello _____, this is _____ from _____ and its been a while since we last spoke. You said that it wasn’t a good time for you to get started with _____, but you wanted me to follow up with you to check in with you. So, is now a better time for you to get started with _____?”
Buyer : "No"
Seller : “Oh really, what seems to be stopping you?”
Buyer : “_____”
Seller : “Oh I hear you _____. Suppose _____ wasn’t an issue, would you be ready to get started today?”
Buyer : "No"
Seller : “Oh really, what else seems to be stopping you?”
Buyer : “_____”
Seller : “Oh gotcha _____, suppose _____ and _____ weren’t an issue, would you be ready to get started today?”
Buyer : "No"
Seller : “Oh really, what else seems to be stopping you?”
Buyer : “_____”
Seller : “Oh gotcha _____, suppose _____ and _____ and _____ weren’t an issue, would you be ready to get started today?”
Buyer : "Yep, if all those weren’t stopping me, I’d be ready to get started."

Now you have all their objections. Now you just need to overcome them. Once you overcome them, then you can close. And the arrow in your quiver is, you said if _____ and _____ and _____ weren’t stopping you then you’d get started today. And you just said that _____ and _____ and _____ weren’t really stopping you, so let’s go ahead and get started, what do you say?

Write Out In Your Own Words:

ART: CLOSING

Closing Questions

Examples:

- After seeing how this would work for you, and not having the issues holding you back so you can hit your goals and achieve the life you explained, and so you don't feel like _____, and with having me to help like I did with _____,
- Is there anything holding you back from getting started now?
- Does this sound like something that would work for you?
- I have 3 seats left; do you want one of those seats?
- Great, did you want to use a Visa or Mastercard?
- I'll walk you through the process.

Write Out Your Own Closing Questions

ART: CONVERSATION OUTLINE

P
PERFORMANCE

RAPPORT:

INTRO:

Intro:

QUALIFY:

Transition:

Qualify Questions:

Summary:

ART: CONVERSATION OUTLINE

MOTIVATION:

Transition:

Motivation Questions:

Summary:

EMOTION:

Transition:

Emotion Questions:

Summary:

ART: CONVERSATION OUTLINE

METHODOLOGY:

1. Intro into Your Story

2. Tell, Your Story
3. Intro into Story of Glory

4. Tell, Story of Glory
5. Intro into Your BHAG

6. Tell, BHAG

VALUE:

Transition:

Value Questions:

Calculation Outline:

CLOSE:

Questions:

Summary:

Closing Question:

ART: CONVERSATION OUTLINE

1. Ask what others have been up to
2. Share BHAG
3. Share story
4. Acknowledge them
5. How it works
6. Set an appointment
7. Sales conversation

ART: NEGOTIATING

1. Level with Me

As you approach the end of the selling process and the customer says he wants to think about it, ask him to get to the point:

Examples:

"Level with me. Have I failed to show you how this will help you?" Then be quiet.

Write Out In Your Own Words:

2. The Negotiated Close

The Negotiated Close should be used to overcome any unreasonable objections or demands. This is a great closing technique to use with prospects who like to haggle for every last ounce of value and challenge you at every turn. It can also be used when you know that a prospect's request is outside the scope of your proposal and/or capabilities.

Examples:

"If we can get you _____, would you get started today?

This example may seem evasive, but it can really work if you show enough enthusiasm to take the sale forward and convince the buyer that their concerns are merely hurdles which can be overcome.

Write Out In Your Own Words:

3. Bridge the Gap Close

The Bridge the Gap Close is used when money is the objection that you cannot seem to overcome. You take a look at their budget and why they cannot afford it. Then you ask questions to find out if they can cut something out of their budget (ex. Starbucks, gym membership they are not using), maybe that will be paid off soon, (ex. car, refrigerator, credit card). Then you show them that they can afford it.

Examples:

"It looks like that if you cut out _____ that this would be easy to afford; the question is, is this worth it to you?"

Write Out In Your Own Words:

4. Take Away Close

The Take Away Close is one of my favorites. This is used when someone sees the vision and they are right on the ledge, but they are hemming and hawing.

Examples:

"I want to make sure we have only the most motivated people in this group and, since I only have 3 spots left, maybe you are not ready to go all in to change your life today."

Write Out In Your Own Words:

5. Something for Nothing

A free add-on may be gimmicky, but it can work if handled correctly.

Examples:

"I happen to have an extra _____ with me. If I give that to you now at no charge, would you sign up today?"

Write Out In Your Own Words:

6. The Rebound Close

The Rebound Close uses the opportunity of a buyer request (or even an objection) to force a commitment to get what you want and to move on to the next stage of the sale. It's a reactive closing technique and is typically used by more experienced sales people, but it can be highly effective if you know what you're doing and have researched the prospect well.

Examples:

Buyer: *"When is the latest someone can sign up to start in the next group?"*
Seller: *"Well if you get started today, I can get you on the schedule to make sure you don't miss the next group."*

As shown in the above example, you can effectively react to a buyer request by hitting them with a compelling close to commitment so long as it is relevant to (and plays on) the buyer's initial statement. This can be highly effective in accelerating the sales process.

Write Out In Your Own Words:

ART: OVERCOMING OBJECTIONS

Most Objections fall into 3 Categories:

TIME | MONEY | FEAR

Acknowledge	Repeat Objection	Transition	Overcome Objection	Re-Close Repeat-until you get a yes
I totally understand	Why (insert objection)	However,	Overcome Objection	now since that is no longer an issue, do you want to use a Visa or Mastercard?

Write out how you would say this and practice it over and over, in front of a mirror, with family and friends. This really needs to flow confidently.

Tips & Tricks

- Smile while you speak.
- Make a friend, make a sale.
- Don't answer questions for people.
- Less is more.
- The person willing to walk away from the deal wins.
- After closing question the 1st person to speak loses.
- If a person doesn't buy right now, that is an objection.

Overcoming *Stubborn* Objections

What's Really Going On - Technique

1. **What's Really Going On?** ***(Tone Soft)***
2. **What's Really Going On?** ***(Tone - Concerned)***
3. **What's Really Going On?** ***(Tone - Authority)***